IVY RADIO NETWORK

BOARD OF DIRECTORS MEETING

OCTOBER 2, 1965

1) Reading of Minutes

2) President's Report

3) Business Manager's

4) General Manager's Report

5) New Business

6) Old Business
   a) 1965 Sports Package
   b) Expansion

IVY NETWORK

Estimated budget: 1 July 1965-
30 June 1966

Advertising Income			$50,000
Less Agency Commission (%15)			-8,500
Net Advertising Income			42,500
Station Time (%60 of gross)			-30,000
Gross Profit			12,500
Selling Expenses:			
Sales Commissions		$4,250	
Selling and Travel			
45 wks. @$30	1350		
Brochures	200		
Renewals	50		
	1600	$1600	
Promotion:			
Advertising (SRDS)	300		
Summer	350		
Football Tickets	200		
Presidents Travel	200		
Yearbook	50		
Presentations	100		
	1200	$1200	
		$7050	-7050
			$5450
General and Administrative:			
Stenographic Service		500	
Office Expence & Rent:			
Summer Rent	350		
School Rent	50		
Ditto Paper	50		
Stationary	200		
Stamps, 50 wks	150		
Misc. Supplies	50		
	950	950	
Telephone	1200		
Answering Service	125		
	1325	1325	
Reference Material	100		
Hotel	300		
Accounting	400		
Depreciation	150		
Legal	100		
Payroll Taxes	300		
Convention	400		
Subscription	100		
Insurance	100		
Misc.	100		
	$2050	2050	
		$4825	$4825
Net Income			$625

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IVY RADIO NETWORK

1965-66
CONTRACTED
INCOME

MR. WAVERLY	$15,600
COCA-COLA	14,400
BUDWEISER	10,800
SHELL OIL	3,800
COLT .45	3,450
COLUMBIA REC.	500
N.Y. Tel. Co.	550
GROSS TOTAL	50,000

I V Y R A D I O N E T W O R K

SALES DEPARTMENT MEMO

To: Station Managers
Business Managers
Sales Managers

From: IVY NETWORK SALES

Corp. of Rum Liquor has ordered a thirteen week test campaign over the following IVY Network Stations: WYBC, WMRI, WVIN, WKRN, WCON, WTCR. The order calls for the airing of one 1 second and one twenty second commercial per night Sunday - Friday over a thirteen week period beginning the first week in October. Contracts will follow.

It must be stressed that this is a test campaign and therefore a special effort should be made to promote the "unique experience" that of the Rum ads. It will be up to the stations to provide adequate evidence to the client to justify further expenditures in IVY Radio.

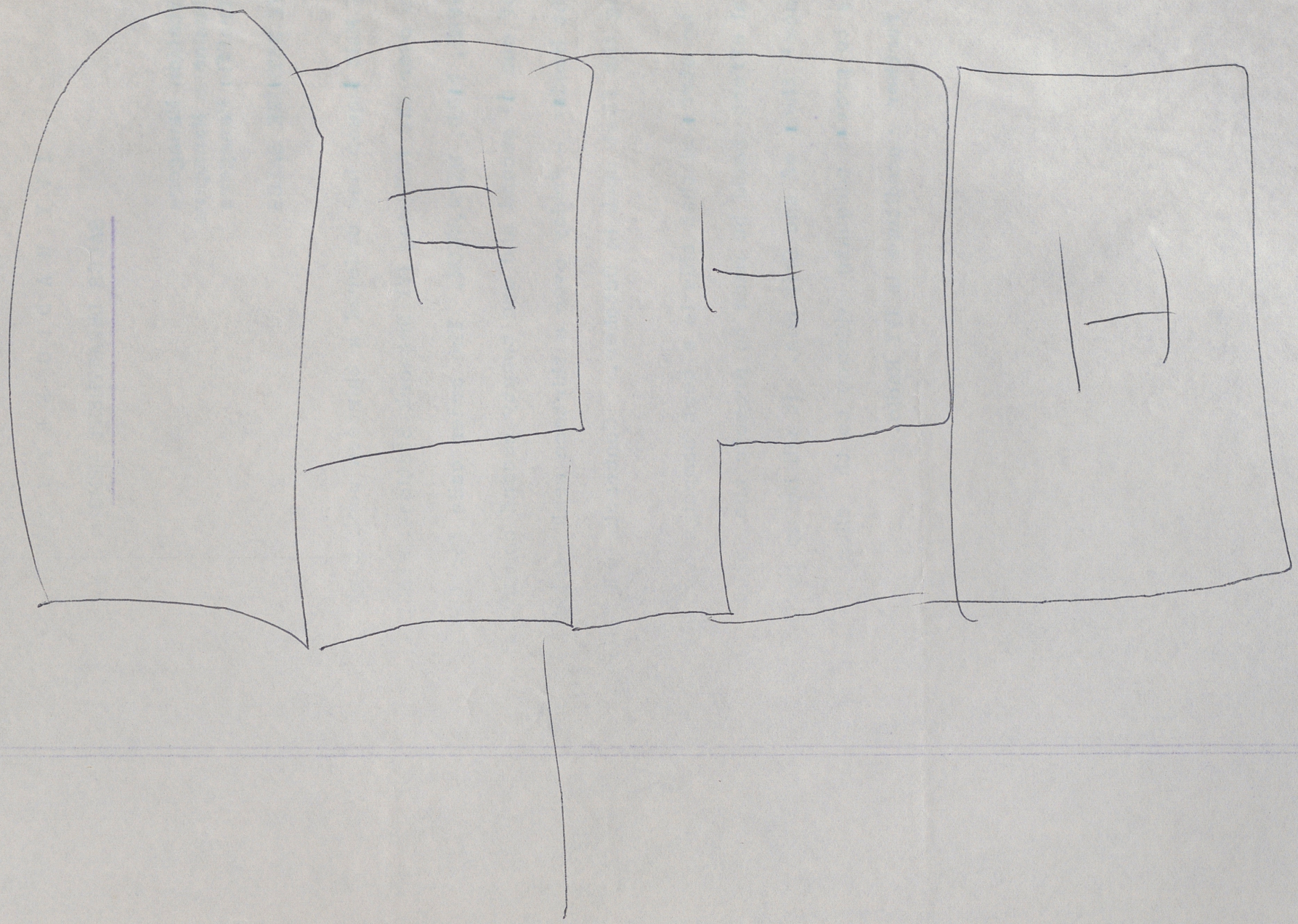
IVY RADIO NETWORK

PROPOSED CONTRACTS

(Awaiting Agency or Client Approval)

RCA RECORDS
(13 week campaign) $3,200

FOLKWAYS RECORDS
(13 week campaign) $5,200



BOARD OF DIRECTORS' MEETING

IVY NETWORK CORPORATION

OCTOBER 2, 1965

The Board of Directors' meeting was called to order at 10:00 o'clock, a.m., by President T'ing C. Pei, presiding. All stations were present.

Reading of the Minutes, being the first item on the agenda, a motion was made to dispense with the reading, seconded and the motion was carried.

President Pei announced the excellent start over the summer of the sales staff, and in this area expressed optimism for the coming year in solving current network problems through greater network communication which would reflect more closely the various stations' views and desires.

Business Manager John Sullivan initially reviewed the accounting record for the fiscal year of the contracted income totalling $50,000, three accounts being renewals and several new accounts being added. In addition, projected expenses for the Ivy Network were itemized with a $50,000 income basis for agencies, station time, sales and administration expenses. An audit of these records was not presently available as the accounting firm was in the process of consolidating its facilities.

General Manager Scott Robb covered in de[illegible] the renewal reports indicating the Budweiser report would be due November 1st at New Haven, and requested a more thorough report be forwarded by the network stations. Renewal reports will be needed by the middle of November for the 13-week contract with Colt '45, which contract is on a test basis, and Mr. Robb requested network stations submit pictures, newspaper advertisements and tapes of the promotional work network stations have conducted for this period.

General Manager Robb discussed the new contracts that had been secured with Folkway Records which did not have enough backlog to initiate the 13-week campaign, and RCA which is awaiting final approval by the client.

Also indicated by Mr. Robb, RCA is publishing an extensive brochure of all their recent releases which will be distributed to record stores in college areas containing a coupon to be filled out by record purchasers and forwarded to the network station for awarding of records to the contestants.

General Manager Robb expressed his belief that the main difficulty in this promotion is the co-ordination between record stores, radio stations and RCA's own supplying of records to the stations.

Mr. Robb indicated Rheingold is presently attempting to get back into the college market as they were in 1960 along with Schaefer Beer. Contracts were also anticipated for campaigns by Brylcreem Products. Time Magazine will be conducting polls at several stations surveying audiences and program and sponsor identification.

General Manager Robb again asked for the cooperation of Ivy Network affiliates in sending in their information for local loop channels so that local schools would have a channel installed for the visiting school for sports coverage.

In the area of sales, Ivy Network is still awaiting from each station a list of their season sports programs, and moreover, a list of available programs could be utilized in an exchange program among the several stations.

General Manager Robb discussed the new structure that has been assured with Pollway Records which did not have enough funds to initiate the 13-week campaign, and RCA which is awaiting final approval by the client.

Also indicated by Mr. Robb, RCA is publishing an expensive brochure of all their recent releases which will be distributed to record stores in college areas containing a coupon to be filled out by record purchasers and forwarded to the network station for awarding of records to the contestants.

General Manager Robb expressed his belief that the main difficulty in this promotion is the co-ordination between record stores, radio stations and RCA's own supplying of records to the stations.

Mr. Robb indicated Rhythyth is personally attempting to get back into the college market as they were in 1950 along with Schaefer Beer. Contracts were also anticipated for cosmetics, Brylcreem Products. Time Magazine will be conducting surveys at several stations surveying audiences and programs and operation identification.

General Manager Robb again asked for the cooperation of the Network affiliates in sending in their information for inclusion in Chaunsela so that local schools would have a chance to see the visiting school for sports coverage.

In the area of sales, Guy Weber is still analyzing the station's list of their season sports programs, and therefore list of available programs could be utilized in an exchange of among the several stations.

General Manager Robb discussed with Mr. Bruce Vanda of WPRB and Mr. Frank Sewall of WDCR the advantages of using UPI Audio, and the various cost figures, which figures would be distributed to all stations at a later date. In reply to Mr. Jim Hill of WHRB, Mr. Robb indicated the same contract would be in effect with Columbia Records as has been in the past.

There being no new business, President Pei then moved to cover the topic of network expansion. General Manager Robb, as Chairman of the Expansion Committee, report there had been no formal meeting of this Committee and there had been no station outside of the Ivy Network seeking admittance since the 1964 Presidential Election, but that a formal procedure should be drawn up.

In concluding this topic, President Pei suggested consideration be given to the implications of the flexibility of operation and the projected concept Ivy Network should have in this expanding role.

Mr. Bruce Vanda of WPRB made a motion to adjourn, which was seconded by Mr. Jim Hall of WHRB, and the meeting was adjourned at 10:50 o'clock, a.m.

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General Manager Rich Blanchard also [illegible] Mr. Frank Sewall of WLOX did an analysis of [illegible] and the various cost figures, which figures would be distributed to all stations at a later date. In reply to Mr. [illegible], Mr. Robb indicated the same contract would be [illegible] with Colonial Records as has been in the past.

There being no new business, President Pat [illegible] to cover the topic of network expansion. General Manager Robb, as Chairman of the Expansion Committee, report there had [illegible] of this Committee and there had been a slight change in the Network meeting attendance since the 1954 [illegible], but that a formal procedure should be drawn up.

In concluding this topic, President Pat suggested consideration be given to the implications of the [illegible] and the projected concept Ivy Network should have in this [illegible] role.

Bruce Vanda of WFMB made a motion to adjourn, which was seconded by Mr. Jim Hall of WHBQ, and the meeting adjourned at 10:50 o'clock, a.m.

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